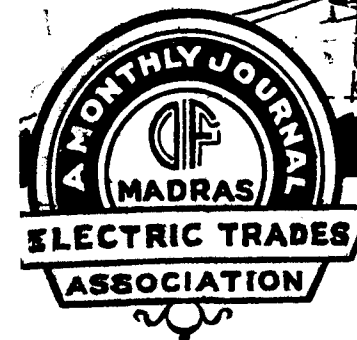


"Registered No. M. 5668."

18

POWER



EDITOR: P. S. PILLAI, M.A.

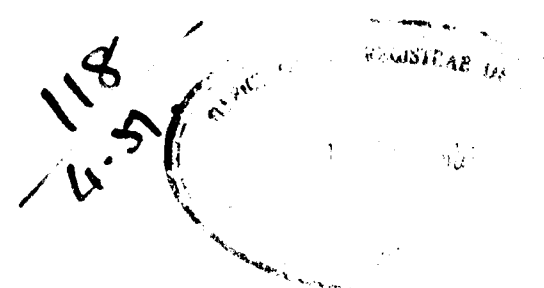
Vol. II

No. 1

OCTOBER 1951.

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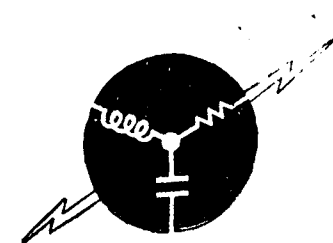


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MADRAS MARKETS
&
Where to Buy?

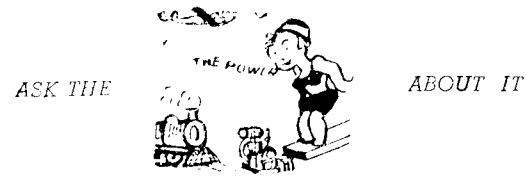


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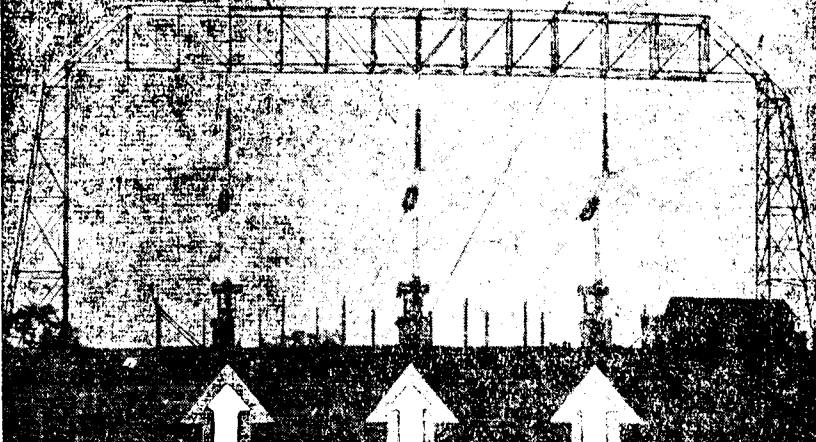
Your problems and difficulties are solved. You are posted with information and references to over-come your obstacles in trade etc. and also to expand your business by making contact with manufacturers and traders in India or abroad. Free Service to regular Subscribers only.



In this issue:—
The Lady Lawyer
Power's Prizes

FERRANTI

Transformers



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S. ... 7 14 21 28
M. 1 8 15 22 29
T. 2 9 16 23 30
W. 3 10 17 24 31
T. 4 11 18 25 ...
F. 5 12 19 26 ...
S. 6 13 20 27 ...

Answer — September Quiz.

In Candle making it is usual to attach all the wicks to a rod for dipping them together into the tallow. Hence the expression.

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The right to have a view in the management.



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Which is the first big State-owned enterprise in India since Independence?

Owners say the Electric Clock Thermostat is wonderful! How?

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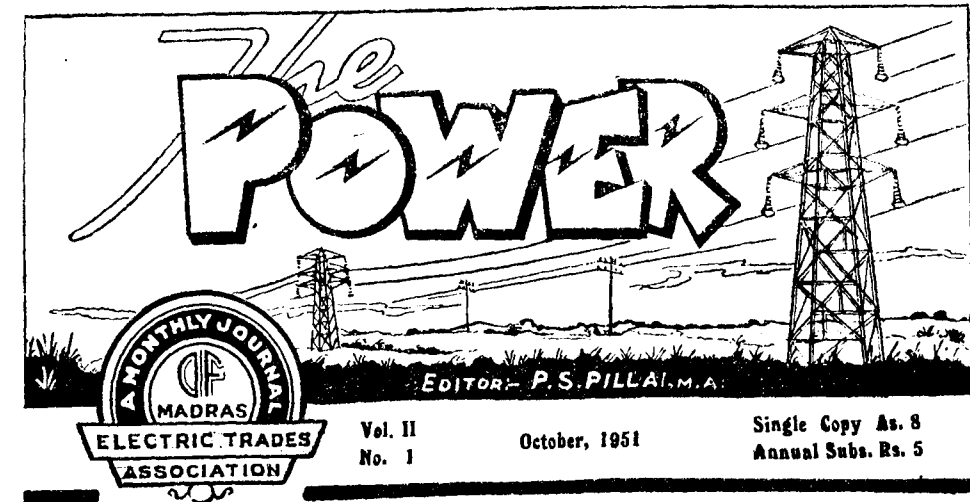
3. HERE'S HOW...

A musician wrote in his biography that he has been a fool all his life, but a progressive fool; because he has to fight against the phonograph, then the radio, now the television!

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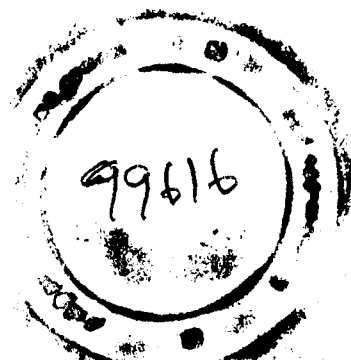
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TIT-BITS

Focus on Females, | Business Bunch
Children's Corner, | Power's Puzzle

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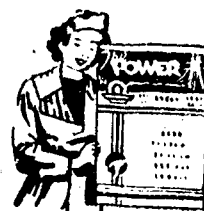
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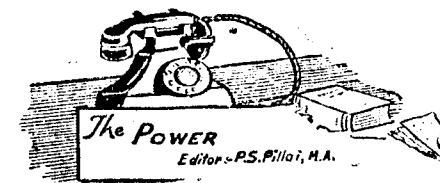


Vol. II

October, 1951

No. 1

There is life in movement, stagnation in death.



THE EVOLUTION OF MODERN INDUSTRY

The extreme youth of the Industrial system, when compared with man's stay on this planet, is significant. Crude stone implements alone were used during some 400,000 years after which came in increasingly rapid succession the Bronze Age, the Iron Age, the ages of Steel, of steam and now of **Electricity**. The Industrial System made its appearance during the recent period that introduced the ages of Steel and Steam.

In the art of production, two major types of equipment were brought—equipment of intellectual capacities and emotions and equipment of technical knowledge. The former was completed even in primitive man. The basic elements

of technical equipment for production, the lever and the inclined plane were also discovered and perfected in a relatively early period. But knowledge and training have markedly increased resulting the planning of mental equipment, into the humdrum environment of the factory and the mill. Our problem to-day is how to conduct the Machine Age with a mental equipment which was originally suited to the Stone Age.

Historically speaking, the economy of direct appropriation, the hunting economy, the pastoral economy, the agricultural economy came into being stage by stage. The economy in which we live to-day is the industrial economy occurring in the 18th century and is called the Industrial Revolution. One hundred years later the Mechanical Revolution began with the introduction of steam power.



We shall have, detailed but brief examination of these two movements. Till

the beginning of 18th century, manufacture, building and industries were in the hands of craftsmen and small masters who commonly worked in their own houses. They were not big capitalists. The rich men of the world were great landowners or money lenders. In the 18th century workers in certain industries were collected together into factories in order to produce things in larger quantities through a systematic division of labour. Thus the employer, as distinguished from the master worker, began to be a person of importance, though machine methods did not appear until later. The cotton industry was one of the first to pass into factory production. It was then followed by other industries. By 1800, the transition of industry from small-scale business with small employers to large-scale enterprises under big employers was well in progress. It was a change of fundamental importance in human economy. The factory and the employer now displaced the middle class manufacturer and craftsmen. These great changes spread throughout the world during the 19th century.

As this Industrial Revolution developed, a great gulf opened between the employer and the labourer. This resulted in the making of Factory Acts Etc., by the concerned states.

The Mechanical Revolution based on organized science was an entirely new thing in human experiences. There would probably have been an Industrial Revolution without the Mechanical Revolution. However, both took place simultaneously, with a good deal of interaction between them and the form of the Industrial Revolution was conditioned by the new inventions of the Mechanical Revolution: The steam Engines, the Locomotives, the Steamships, the Electric Telegraphs were all invented. Technical knowledge and

skill were developing with extraordinary rapidity and to an extraordinary extent. In short the new technique of material progress involves industrial applications of chemistry and electricity, increasing precision of work, system of interchangeable parts, progress towards Automatic mechanism, linking of machines into continuous processes for mass production, Science spread from its ancient stronghold of mathematics into a system study of the most varied phenomena from physics to psychology, from biology to the production transportation and distribution of goods. The industrial application of scientific discoveries was secured by the rise and differentiations of the engineering professions—civil, architectural, mechanical, mining, marine, sanitary, gas, chemical, electrical, efficiency etc. To develop the new resources, engineers were needed everywhere. Generally a gigantic new material framework for human affairs has come into existence and it demands clearly great readjustments of our social, economic and political methods.

One of the outstanding differences of present-day industry from that of other periods undoubtedly lies in the enormous increase in the utilization of **POWER**. Quantity production is another outstanding characteristic of modern industry. The nature and scope of the present industrial system partially depends on communication and transportation. Rationalisation is often spoken of which summarises many of these changes and developments in modern industry. The rationalisation movement furnishes the key to future industrial developments.



COMPENDIUM ON COMPANIES.

The Tata Iron and Steel Works at Sakchi (Jamshedpur) of which any Indian can be proud, are situated at Sakchi adjoining the Kalimati Station on Bengal Nagpur Railway. Kalimati is 155 miles west of Calcutta, about 155 miles from the Jherria coal mines and 45 miles from the company's Gurumaishini iron ore mines.

The Tata Iron and Steel Coy, Ltd., was formed in 1907 and the original plant was put into operation early in 1912. The plant consisted of Coke ovens, sulphuric acid plant, blast furnaces, steel works, blooming mill, rolling mill, boiler plant, power house, iron foundry, machine shop, blacksmith shop, pattern shop, locomotive shed, office buildings etc.,

Extensions were then carried on a large scale to comprise by-product coke ovens, new blast furnaces, steel works, rail mill, plate mill, sheetmill, new office building etc. A well-equipped chemical and physical laboratory is attached to the works for testing the raw materials and finished products. There is also a Government Test Laboratory. The House contains turbo-blowers for supplying air to the furnaces in the blast house. A volume of 32,000 cubic feet of air, under pressure of 15.5 lb to the square inch is blown into the receptacles in the course of a minute. The supply of water, not only for the works but also for the population living in the adjoining township, was a question of supreme importance and ample provision has been made by pumping from the Subarnarekha river—a distance of 2 miles by means of electric driven pumpsets through pipes of 36" in diameter from the river to a very large storage tank at works. Subsidiary industries like heavy chemicals, sulphuric acid, nitric acid, perfumes etc., has been provided for.

On the social welfare side, the company provides hospital, night schools, mechanic schools, English school, Girls school, cooperative stores, credit societies, concert hall, restaurant, billiard and reading rooms, tennis courts, cricket and football grounds, bank etc.

In short this is an ideal concern in India to the pride of many and an example to follow to all industrialists of the land.

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FROM BUSINESS BUNCH

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Profits and Losses—Causes

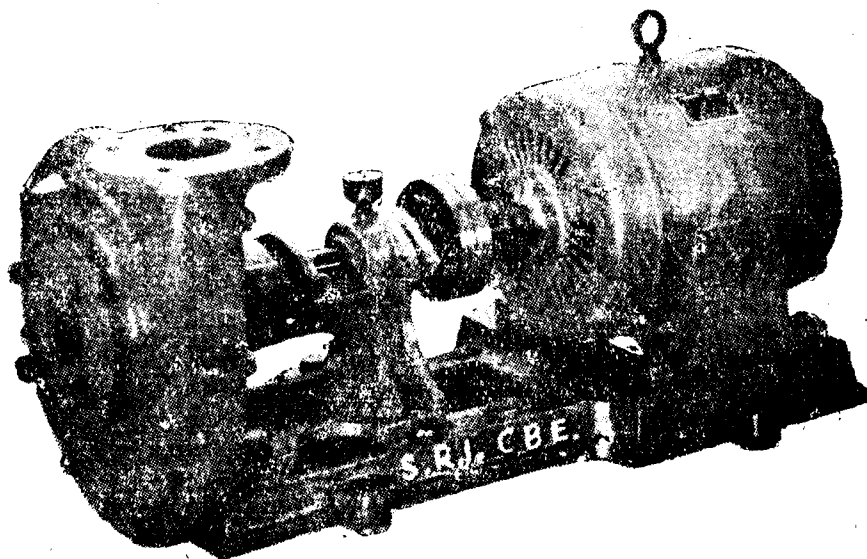
Even an inefficient business man can often make profits during a period of rising prices, but it requires unusually competent management to make them during falling prices. Some persons mistake paper profits for actual profits. An actual cash sale at any time might, of course, make possible a large real profit. Profit frequently accrues to the person who introduces something new. Established concerns long on the ground, have a tremendous advantage. A firm's prosperity may hinge on whether its directors have the nerve to pull up. Furthermore, the established concern has long since built up its custom in good will. The advertising of the established firm can be of a more routine and less expensive nature. It can ordinarily secure loans with less careful scrutiny on the part of lenders. Its financial stability is recognised, its credit with manufacturers and jobbers assured. All these are favourable factors towards the profit side. Some corporations and individuals have legal monopolies through the possession of trade marks and patents, resulting in an assured gain. As long as prices rise more rapidly than unit costs, and sales volume

does not fall below the old level, total profits will continue to increase. Managerial ability is also an important cause for profits. Managerial skill reflects itself in profits due to orderly production, research, price stabilization, consolidation and mergers—scientific management including incentive wage plans and employee goodwill, advertising and selling processes diversification of products, changing models, styles and many other allied factors.



ஸ்ரீ பம்புகள்

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உழைப்பு
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Special Articles

By

Mr. T. S. NARAYANA IYER, B.A., B.E. M.I.E.

Engineer

(M/s. Volkart Brothers, Madras.)

TECHNICAL SALESMANSHIP

There is a general impression that the qualified engineer can seldom be a successful salesman. While I, as an engineer, am not prepared wholly to subscribe to this view, I shall all the same not presume to teach anybody the art of selling. I should however like in these columns to touch on certain special responsibilities which devolve on the technical salesman, i.e., a salesman who attempts to sell engineering plant or machinery, which do not have equal relevancy for one who sells non-technical material such as ordinary consumer goods or merchandise.

A sale is business, and good business is that which benefits both parties to the transaction, i.e., the seller and the buyer. If this is granted the objective of good salesmanship must be the conclusion of a business in such a manner that the seller makes a reasonable profit while at the same time the buyer gets good value for his money in goods of service.

When both the parties to the transaction are technically qualified and competent to take care of their interests, as for instance, when the seller is an established business firm of repute and the buyer is an organised Government department or a production factory which knows exactly what it wants, there is not much of salesmanship called for, and things move fairly

on set lines both on the technical and on the commercial side. It is, however, often the case that the buyer is neither qualified nor competent properly to assess the relative merits of different plants offered to him, and is largely guided by what the salesman tells him. When the parties are so to say unequally matched every sale is prone to become a battle of wits in which the salesman, backed by the concern he represents, can, if he chooses, easily get the better of the buyer. It is in such cases that the objective of good salesmanship as defined earlier must never be lost sight of. The salesman has not merely to sell but also to render technical advice to the buyer; and in giving such advice he has to play the role of the consulting engineer summing up for the buyer the pros and cons of different proposals giving due recognition to apparently conflicting aspects like quality, price, efficiency, durability etc. It is natural for the salesman to so direct his arguments that the particular goods represented by him are accepted, but it is not permissible for him to achieve this end by misleading the buyer either by extolling his machines to an undeserved degree or by giving performance figures, guarantees etc. which are not likely to be realised in practice. Equally objectionable for him is the all-too-common practice of running down the competition. Such questionable methods, while occasionally they may lead to business ultimately bring discredit on the salesman and through him on the firm he represents. Taking a long range view it is far better to lose an order and keep the buyer's goodwill than to save an order and pave the way for unpleasantness and disappointments.

What has been said above can more briefly be expressed by saying that the technical salesman must not only know his products, but he must so conduct himself

that the buyer gets a square deal. This would mean that the buyer is charged a fair price, he is not given guarantees that cannot be fulfilled or promises of service that cannot be kept, and above all, that he sells something only after satisfying himself that the plant or machine selected by him is the best suited for the buyer's needs. For instance a farmer asks for a 3" pumping set. Actually what he needs is a certain quantity of water to be lifted to a certain height so that he can irrigate a certain tract of land bearing some crop or other. It is for the salesman to elicit all relevant information with regard to the total head, the irrigation needs of his crop, the yielding capacity of the well, the electric supply conditions, and so on, and then to verify that a 3" pump will meet the case, or alternatively to offer the farmer some other size and to give his reasons for the change. It would be wrong of him to take the line of least resistance and sell just what the buyer asked for, because, if ultimately it happens to be unsuitable the salesman is likely to be blamed for the result even if wrongly.

Sometimes difficulties will crop up in this matter of giving technical advice. The simple farmer usually takes the advice tendered and goes by it—provided of course the salesman has by his behaviour instilled adequate confidence. But there is another class of buyer, who thinks he knows better than he actually does, and chafes at being advised or corrected. A good deal of tact and patience will be required on the part of the technical salesman in handling such people, because even, in their cases advice has to be given, wrong notions have to be corrected, and only the best suited plant must be offered. I recall a case in point. I was once asked by a responsible official of a government department to replace the A. C. motor of an electric pumping set by a bigger size

because he wanted a larger discharge of water. It was necessary for me to make him understand that as neither the head nor the speed can be changed the output of water cannot be increased by changing the motor only. But the trouble was that the client thought he knew all about centrifugal pumps, and had a set belief that a bigger motor would result in more water. It was a strenuous job dissuading him from investing uselessly in a bigger motor.

There was another case I recall. An industrialist had been told by a competitor's salesman—either through ignorance or for expediency—that his four-pole motor running at 1420 r. p. m. was better than a motor I offered with a full load speed of 1440 r. p. m., because, forsooth, his motor had a lower speed and would therefore last longer. As everybody knows the slip in an induction motor i.e., the loss in speed on throwing in load is a measure of its internal losses so that the motor with 1440 r. p. m. full load speed with its 4% slip is actually more efficient than the one with 1420 r. p. m. full load speed (slip 6%). This salesman not only ignored or suppressed this important point but sought to make out that the difference in speed of about 2% was going to affect the life of the motor. Such tactics do harm even if occasionally they bring business.

Unlike consumer goods where the sale is concluded when goods are delivered and payment collected, a sale in the case of engineering machinery does not, at least morally, close until the service guarantees are fulfilled. Obligations under sales guarantees can be of a far reaching character, and the technical salesman may not lightly overlook them in his zeal to close a business. The conditions to be observed by the buyer so that the guarantee which can be operative must be

explained to him so as to avoid disputes. As a rule these are entered in the terms of sale provided a regular sales contract is drawn up and executed. What is more important, the salesman would be well-advised to keep contact with the buyer and his installation so that timely advice can be given on proper maintenance with a view to forestall mishaps. This sort of voluntary extra service is most effective in fostering goodwill and will make the securing of further business so much easier.

To cut short these random notes I shall conclude by saying that the technical salesman has a status to maintain, and he can do this most effectively if (a) he knows his product, (b) sticks to facts, (c) uses restraint in words and promises, and (d) gives as much consideration to the interests of the buyer as to those of his employer. His success must be measured not by the number of new clients he brings every year, but by the number of old clients who willingly go to him again and again.

★ FOCUS ON ★ FEMALES



The Lady Lawyer

The clock of time has already struck the woman's hour. The oldest learned professions—teaching, law and medicine—have admitted women after considerable protest. There is nothing more significant for the position of women to-day than the fact of their steady increase, in recent years, in the professions which were once held almost exclusively by men. Woman's entrance into the highest professions demanding the best powers, physical and mental, is a more certain mark of her emancipation from the domain of man and her freedom from the drudgery of life than her recent political privileges. Time there was when the American Courts were reluctant to regard the pleading of cases by women; this had to be traced through the English custom to the days of ancient

Rome when Calphurnia was excluded from the forum. When Mrs. Bradwell applied for a license, it was refused on grounds like, the delicacy of the female sex would be endangered, what influence women lawyers would have on administration of justice and so on. The demand for the right to practice law was then revived by passing of necessary legislations by respective states. Ladies of the legal profession found that in proportion as other business and political circles have been opened to them, the path to success in law was made easier for them. The many successful women lawyers are a far more conclusive proof. Whether active practice or not, preparation in law has been valuable to them in business and other professions, and in their political life, if any.

★
★
★
"How wretched is a Woman's Fate,
No happy change her fortune knows,
Subject to man in every state,
How can she then be free from woes?"—

Power's Pensee.

EVENTS ABOUT ELECTRICITY

The **Electric Star**—the passenger ferry between Hong Kong and Kowloon—built originally in 1933—was severely damaged during the last war and has since been entirely reconditioned and modernised to provide for a total of 522 passengers. For the electric installation in this interesting ship, the B. I. C. C. rubber-insulated cables were supplied and used.

B. I. C. C. Bulletin.

The **Electric Fence** is an interesting novelty and it is worked from a harmless battery of only a few volts. A single strand of wire run from post to post is sufficient, and the unusual sensation experienced by

a cow, sheep, horse or pig, once it has touched the wire is sufficient to prevent it from coming near the fence again.

10⁶—A million motors make one think. A million motors is what **Brook Motors Ltd.** of Huddersfield have just done. In 1904 they started out with No. 1 and in 1950 they turned out 1,000,000 of 1 h. p. and over fractional motors excluded. No. 10⁶ was purchased and presented to Mr. Ernest Brook (the founder and chairman of the Company) by the employees of the firm and it has been installed in a place of honour in the works, on full view. The other 999,999 motors cover all the fields all over the world.



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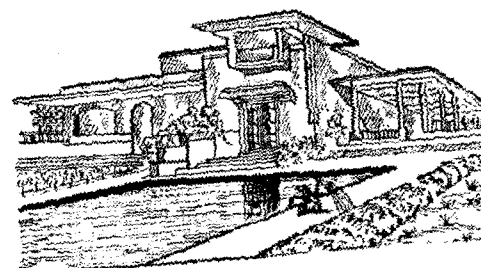
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ALL ELECTRICAL ACCESSORIES, SWITCH & MOTOR CONTROL
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Consumer's Companion

(The Consumer of Power—Electrical and Mechanical—has every reason to keep closely in step with the fundamentals of this power and widespread modern applications. All calculations and complicated formulae have been scrupulously avoided but practical hints and notes in the form of elementary treatise are given in the POWER to be of help to the common Consumer.)

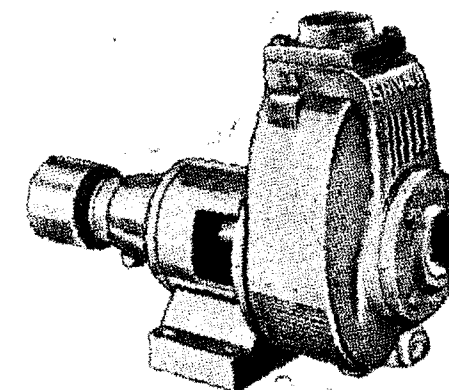
FOR HOME & HEARTH
Power Pumps—Series 3



The grounds and fields around your home can easily be made so attractive that they would be the pride of the owner and the joy of the family—inviting walks, trim drives, limpid pools and terraces and beautiful and lovely gardens. All these are possible only with proper facilities for water and for pumping water at will. You need not leave your gardens and fields around you to the vagaries of nature provided you make use of power pump system.

One of the most interesting scientific advances in the engineering age is the centrifugal pump and it is a pioneer design, a simple piece of mechanism, working with little attention for years on end. The improved and the latest type of centrifugal pump is the self-priming centrifugal pump which is comparatively new to India. It is indeed the proud

achievement of the **Shivaji Works** (the Managing Agents of whom are the famous **Kirlosker Company**) to be the first Indian Manufacturer for this latest, most efficient and convenient self-priming pump,



Shivaji Self-Priming Centrifugal Pump

In ordinary Non-priming centrifugal pump, if by chance, some air gets in the suction pipe it completely stops the operation of the pump. To start again the air has to be removed and the pump primed by pouring Water into the pump chamber. This phenomenon—known as 'Air Lock'—is frequent in ordinary pumps. This trouble is done away with in Self-Priming pumps as no Air-Lock is caused because the pump is capable of sucking air from the suction pipe itself. To explain in brief, how it works; after hand-filling the pump chamber with a bucketful of water through the port provided for the purpose, the pump is put in operation by the motive power—electrical or mechanical. Then it draws water from the suction and discharges it into the pump chamber. This water carries some air from the suction pipe with it and creates a partial vacuum. The air is mixed with priming water at the periphery of the impeller and discharged into the pump chamber where it is separated and released to the atmosphere. This process

goes on till all the air is removed from the suction pipe and the pump is primed. A flap valve inside the pump prevents the water from going back into the suction pipe when the pump is stopped. Therefore there is no need of a separate footvalve at the bottom of the suction pipe. Another noteworthy advantage is there is no need of a loose pulley for this pump as the pump once started is not required to be stopped in the middle. It should also be noted that so long as these pumps revolve at slow speed their running is as light as on a loose pulley and the load comes gradually as the speed increases.

The construction of the **Shivaji Pump** is simple but sturdy. The entire mechanism of the pump has very few moving parts which ultimately contribute to a long and trouble-free working. Every pump leaves the factory after vigorous and scientific test.

Serve your gardens and fields with plenty of water by making use of Shivaji Self-priming centrifugal pumps which are of different sizes and which are suitable for V belts or direct drives, which are available with the reputed firm of Engineers **M/s. British and Eastern Engineering Co., 16, General Patters Road, Madras 2**, the exclusive and authorised dealers for South India. They will serve you with smile, arrange for a demonstration in their well-equipped factory and give you all other facilities.

FOR FACTORY & WORKSHOP

Tools (Series-I)

"EFFICIENCY" is the keyword for all Modern factories and Workshops. It implies not only the maximum production in a certain time but also the minimum cost in production or in carrying out a repair. For obtaining this "EFFICIENCY" it is absolutely essential that best quality tools

should be used by skilled workmen. Tools have been in existence since very long time, and in design, quality and precision, they have been constantly improved to meet the highest standards of advanced technics of modern times. Standards of tools very according to the kind and purpose of application. Best quality tools always ensure better and quicker work and ease of operation.



'Wolf' portable electric tools are of first class British make, manufactured by Messrs. Wolf Electric Tools Limited, London, who have a great reputation for quality and workmanship of their products. Wolf's have got unrivalled experience in making tools for every Industry to give better work, increased out put, higher earnings and enduring reliability.

The range of 'Wolf' Portable Electric Tools include Drills $\frac{1}{4}$ " to $1\frac{1}{4}$ " for light and heavy duties, Grinders, Blowers, Chisel Mortisers, Sanders, Hammers, Nutsetters, Screw-Drivers and Garage Equipment such as Highspeed Valve Seat Grinders, Valve Seat Grinding Kits, Precision Valve refacers and mobile electric comprehensive valveshop. They are dependable and safe and their use earns more money for the management and the operator.

Messrs. Rallis India, Ltd., who are having major Offices at Calcutta, Bombay and Madras are the Sole Distributors for these 'Wolf' Electric Tools in India. Their office at Madras is at 320, Linghi Chetti Street, G.T. Madras. 1; and they would be always be glad to furnish specifications and

quotations whenever required. Majority of 'Wolf' range of tools, Accessories and Spares are always available from their stock. Messrs. Gordon Woodroffe & Co, (Madras) Ltd., 1/21, North Beach Road, Madras 1, are the Sub-distributors for these Wolf tools.

PLEASURES & PRIVILEGES OF THE PEN



Our physicians, even the most capable of them, are only to write out prescriptions and demand their fees. As with the physicians, so with the lawyers. Without lawyers and physicians, all other graduates are equal sinners in the utter want of originality, imagination and creative genius which they betray. There are a few exceptions of course!

The poor Indian elector will soon sing for the first time, the Quaker poet's ditty—

The proudest now is but my peer
The highest not more high
Today of all the weary year,
A King of men am I.
Today alike are great and small,
The nameless and the known;
My palace is the people's hall,
The ballot-box my throne.

WHO IS WHO in BUSINESS AND BANKING

Madras is proud of **Kothari, Chandulal, Motilal, B.A., L.L.B., M.L.A., Ex-Sheriff** of Madras, Merchant and Industrialist. Born on August 16th, 1889 to Motilal Kothari, Dy. Political Agent, Kathiawar, he had his education in Elphinstone College. He is the president of the Federation of Indian Chambers of Commerce and Industry—an honour which any businessman could be proud of. Besides he is connected with other similar institutions. He is the partner of M/s Kothari & Sons, (Oriental Buildings, Armenian Street, Madras 1) who are brokers, merchants and managing Agents for various industrial and progressive concerns like Kothari Textiles Ltd., Waterfalls Estates Ltd. etc. He is also the director of the Amrutanjan Ltd., Guntur Power Supply Company, Ltd. He attended International Labour Conference at San Francisco (U.S.A.) in June 1948 as Adviser to Employer's Delegation of India. He was also a member of Government of India Trade Delegation to Indonesia and South Asiatic Countries.





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Trends of Trade

(To-day the world of Trade offers more and better opportunities to ambitious men and women, anxious to succeed in life than any other type of career. But competition is keen and in business as in everything else the biggest rewards go to those who have taken the trouble to perfect themselves and to increase their knowledge and efficiency.)

With the professions so over crowded, more and more of the best brains in the country are embarking on business careers. The expert moves on to the top of his profession, while others have been content to drift. The Power will prove that pride lies in performance.)

ELECTRICAL TRADE

The Electrical Trade is perhaps more affected by the present general depression than others. The progress and prosperity of this trade is dependent on factors like Import, Availability of new Electric Connections etc., Electric Supply Plants, installed many years ago, find it quite difficult to meet the daily increasing demand for current both for power and light. The Government's plan and programme of power expansion are retarded due to insufficiency of Food Products, as most of the Quota of the Dollars has to be Utilised for the same instead of Machinery and Plants.

Over and above these, competition in electrical business has become great and acute. It is often that many dealers over-trade and find themselves in financial difficulties; then to keep the wagon moving they try to undersell and start destructive competition.

The remedy lies in the solution of the factors above mentioned.

On Industrial Front

The Indian Glass Industry cannot be called a nascent industry, although certain branches of the industry are still in an early stage of development. The first Indian references to glass are in the Mahavamsa (B. C. 300) and the art of glass-making was in existence in India for ages, especially in one branch, viz., bangle-making.

The year 1892 saw the first attempt to manufacture glass and glasswares on modern lines at Jhalm by the Murree Brewery with the help of a German expert. This factory could not thrive for long. The first glass factory under Indian management was started at Titaghur under the name of Pioneer Glass Works with the help of an Australian expert. This factory too had to be closed down. The industry in the early stages did not suffer because of any lack of raw materials in the country, as sand, lime and refractories, but due to mismanagement and lack of technical skill.

The present day glass industry is modelled on the Japanese lines. The first World War (1914-18) gave momentary impetus to the industry due to stoppage of imports. New factories were started and increased from 3 in 1914 to about 14 in 1918. Lampware, bottles, jars and tumblers were began to be produced. The end of the war caused imports and the consequent competition in the Indian markets. Nevertheless, this industry had taken a firm root in the soil. In 1927 the Government of India was approached for protection against competition from imported glass and glass ware. In spite of the recommendation made by the Tariff Board in 1931 when called upon to do so, the Government rejected the Board's recommendation on the plea that soda ash (one of the main raw materials) was not available in the country.

The outbreak of World War II (1939) reduced the imports of glass and glass wares and gave strong fillip to this industry which began to develop on systematic lines. The use of electric power was employed, and latest machineries were set up. To-day there are in all about 150 glass factories in India and the total production is about 15 million sq. ft. of sheet glass and 125,000 tons of other glassware. Besides there are about 100 manufacturers of bangles and beads and false pearls. The industry embraces diverse types of manufacturing organization—from cottage industry basis to large-scale factory types. Bombay and West Bengal lead in the number of factories, while U. P. in bangle making side. Madras is having about 5 factories in production of glass and glasswares, and about 4 factories in bangles section.

The domestic demand for sheet glass in the country is estimated at about 35 million sq. feet per annum. There are 4 or 5 factories which produce sheet glass and their rated capacity is estimated to be 20 million sq. ft., per annum. Irregular and insufficient supplies of raw materials and competition from bulk imported glass from Belgium have caused havoc to the industry. The estimated consumption of the three important categories of blown-ware and pressed ware (viz) bottles, phials, lampware etc., is about 101,200 tons per annum; and the total estimated annual capacity in production in the country is about 1,17,000 tons. There are 3 main types of bangles—Reshmi, Hollow and Fancy. The country's annual consumption on these items is about 20,000 tons and the rated capacity in production is in excess of the home demand.

With the proper help of the Government regarding raw materials,

transport facilities, import regulations, financial aid, and with the development of **Electrical Energy** in India from water power and the consequent adoption of electric furnances, this indigenous glass industry is bound to grow and flourish and add to the economic wealth of the country.

Around General Market

Early September, hectic trading conditions were seen on the Stock Exchange in Madras. Reports from Bombay and Calcutta helped a recovery movement. The market developed a buoyant tendency in all sections. In electrics there was business in South Madras at Rs. 11-15 and South Arcots at Rs. 105. Good activity was seen in the planting section. Textile shares attracted keen buying interest. The cement shares had seen considerable buying. The kips market conditioned to be steady. The groundnut market continued to be quiet; small quantities changed hands here and there the buyers being mainly local crushers.

During this period activity in the Bombay bullion market was restricted forward silver opening steady at Rs. 188-6-0 and forward gold at Rs. 112-4-0. Rapur Markets saw gur quote steady with small arrivals and moderate despatches to Gujerat and West Bengal. In London, continued low level of banker's balances around 279 millions sterling, created difficult conditions.

Later, brisk turnover in foreign bonds provided major interest and price movements in London Stock Exchange. Peace talks in Korea and an easier tendency in Bombay Market accounted for some cautious trading. The new State Loans have been fully subscribed. In electrics, there was good demand for South Madras

Preference shares. South Arcots had good business at the improved level of Rs. 111-8-0. Plantation shares remained active. Cements and chemical shares were

active. The local market in Hides and Skins was slowly adjusting itself to the market conditions in U. K. The groundnuts market was quiet but steady.



CHILDREN'S CORNER

Dear Children! The hope of the world lies in you. The poet has very well said the child is the father of man. When you grow up you have to guide and rule the world. For this the formation of your character is very important. Remember you are put to schooling in order to get a good character. By formation of character what do I mean? You must be truthful, honest, and diligent. Your parents and teachers go hand in hand only for your sake. Your parents send you regularly to school, ask you to be punctual and obedient to your teachers. Your teacher puts you to systematic work at school, sends monthly reports about you to your parents. You have the ideal home, the ideal school. You have to make full use of these and mould your character to meet your battle of life after you pass out.

Conduct is three-fourths of life, says Mathew Arnold. Respect for law, for labour and above all self-restraint, purity of mind and love of truth are the traits you should cultivate and preserve.

Remember

"Love, hope, fear, faith, these make humanity,
These are its sign, note and character"—

We shall meet next month. Meanwhile learn and follow the ideals I have just now mentioned to you.

Yours sincerely,
Power's Pearls.



DELHI DIARY

(From our correspondent)

The Press (Incitement to Crime) Bill was referred to a Select Committee in the Parliament inspite of vehement and cogent oppositions by Mr. N. P. Mishra and Mr. Deshbandhn Gupta who revolted against fresh fetters on the Press. And the Home Minister in his usual clever arguments tried to convince that no fair comment or bona fide criticism would come under objectionable matter.

The Bill for setting up legislatures for Part C States has been passed in Parliament. A chief Commissioner is to be the Head of the State and to take part in the proceedings of the legislatures. The successful working of such a scheme is to be watched with interest.

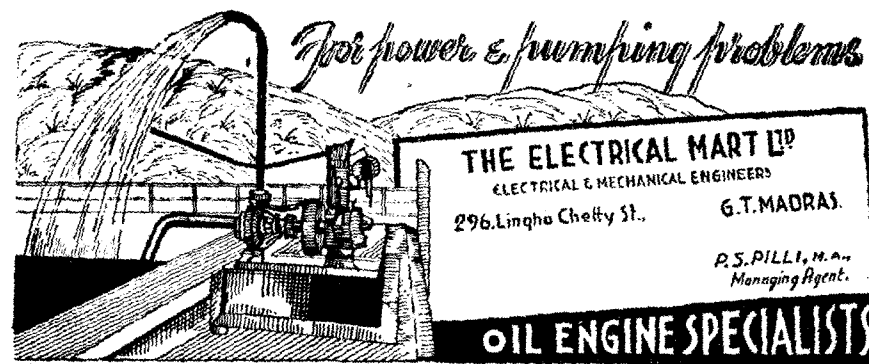
Dr. Graham's departure from Delhi for Geneva where he is expected to write his report on failure in his mission and submit to the United Nations Security Council, has led to various speculations and conjectures in the political circles.

The Afghan Prime Minister's visit to Delhi produced more than a formal declaration of friendship. It has also led to an elucidation of India's foreign policy.

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**Books & Brochures****"KNOWLEDGE IS POWER"**

(Book Review is a regular feature of this monthly. Authors and publishers are requested to send in their latest publications to the Editor).

Übersee Post

This is published monthly by Hermann E. Reisner K. G. Nuernberg 2, Germany, U. S. Zone. It is generally published in separate parts A and B. It is widely in business circles of all the countries of the globe. It has an organisation of its own which promotes international trade. It is published in German, English, Spanish and French. It is also printed in Portuguese and Italian three times a year. For copies contact its sole agents for India, M's. K. L. Kannappa Mudaliar 30, General Patters Road, Madras-2.

★ ★ ★

Diesel Engines and Diesel Electric Power
(Drake's Publication). By E. L. RICHARDS
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This book of 308 pages with 200 illustrations is a complete practical book of instruction on Diesel Engines, their construction, principles, operations, care and adjustment-operation and care of electrical power equipment in connection with

Diesel Engines. This book has been written in simple language and thoroughly illustrated with numerous photos and diagrams to make it interesting to read and easy to understand. Highly technical terms and mathematical formulas have been purposely avoided. Chapter headings are as follows:

Diesel Engine construction Features and operating principles; Fuel Injection Systems; Fuel Combustion systems; Exhaust systems; lubrication; operating procedure; Air-cooled Radial Diesel Engines for Air craft and Army Tanks.

GENERAL

Cheerfulness as a Life Power, By ORISON SWETT MARDEN. Price Rs. 2-8-0.

This is the first Indian edition of a book that everyone should read. This hurrying, grasping and competing world of ours needs a book like this. "Cheerfulness has a wonderful lubricating power," says Orison Swett Marden. What is needed is a habit of cheerfulness, to enjoy every day as we go along. Say kind words and make the world happier. To lead them to look on the sunny side of things, and to take a little time every day to speak pleasant words, is the message of the hour.

The present age needs this book. There is too much gloom and misery in this world. And if anything can save us, it is the habit of cheerfulness. "Every time a man smiles, but much more so when he laughs, it adds something to his fragment of life" said Lawrence Sterne, one of the greatest English humorists. If you are tired of the world's mad rush for material success, if you long for peace within yourself, the power to enjoy life as it was meant to be enjoyed, this is the book for you.

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News and Notes

"What'ever the busy bustling world employs,
Our wants and wishes, cares and joys,
These the "POWER" of our times display,
And call them News & Notes,—the hodge—
Podge of the day."

PERSONALITIES

The gift of India is the gift of religion and philosophy, wisdom and spirituality. Wisdom and Philosophy do not want to be carried on torrents of blood, do not march with violence but on wings of peace and love. Like the gentle dew that falls, unseen, unheard and yet brings into blossom the fairest of roses; like the flower shedding its petals for the sake of fruition, the fruit dropping off for the re-birth of the tree, so has been contribution of India to the thought of the World.

Religion is good as man makes it. No religion in the world, neither Hinduism, nor Mohamedanism, nor Christianity nor Buddhism is, strictly speaking, a bundle of superstitious ideas, rites, and rituals. Every one of these great religions in its highest and purest form contains the most sublime truths, which through thick and thin, through good and evil, will endure unchanged and unchangeable to the end of the world. It is course of life through which everyone has to pass in order to fulfil his or her mission. Of all religions of the world, Hinduism has ever been the most tolerant. It is the proud patrimony which has descended to us through Yugas and Kalpas; it is the outcome of different systems of philosophy one among them being the Saiva Siddhanta philosophy which was consolidated by Saint

Meykandar in the 13th century and whose disciples founded various religious institutions for the preaching and propagation of this philosophy.

One of the leading such institutions is Dharmapuram Adeenam, situated on the sacred river Cauvery near Mayuram (S. India) in all its pomp, sanctity and glory. It is a well planned place, surrounded by fields of extensive harvests hanging their heavy heads, beautiful gardens and well laid roads, holy temples and religious patasalas. A calm of plenty and peace prevail. Here is felt an atmosphere of saints and sages whose lives remind us:

"When'er a noble deed is wrought,
When'er is spoken a noble thought,
Our hearts in glad surprise
To higher levels rise"—

To Approach



His Holiness Sri La Sri Subramania Desika Ganasambandha Paramacharya Swami gal (the twenty fifth in the holy line) who adorns the spiritual throne with splendour and spiritualism, to sit at his feet

and to drink deep at the fountain of knowledge through the working of his mind, so subtle and so brilliant, so well-stored and so well-trained, combined with his wide travel, puts one in the spiritual of life. Around His Holiness throng all types and all classes of men—rich and poor, learned and illiterate, vile and holy, orthodox and heterodox. He refuses none. He disappoints none. His sympathy makes no distinction of race, order or colour. He heals all wounds. He pacifies all broken hearts. The sinful and holy, the scoffer and devotee—all go away with their desires fulfilled by his uplifting touch and benevolent presence.

Many and varied are the reforms, religious and otherwise, done by His Holiness. Mention may be made of the well-equipped library, the publication of Pamphlets and books to bring out those gems of spirituality that are as it were in the monasteries and forests: not only the knowledge from the hands where it is hidden but the still more inaccessible language in which it was preserved. The founding of the oriental and religious agama college and patasalas apart from the usual poojas and abhisekams gladdens the heart of those who want to steer clear of the Scylla and Charybdis of Atheism and Agnosticism. Hitherto seven crores of Harijans were chained to a false historical destiny, His Holiness tries to clear this primordial confusion and inspires mankind to canterize social outgrowths and accretions thereby creating the era of human dignity. The latest act inter alia of his Grace was the munificent gift of the Maternity Home equipped with Cots and Cradles for the benefit of mothers and sisters of the land.

Religion is both a science and an art of life. Politics or Poetry, States or Subjects, Religion plays an important part.

Gandhiji was the greatest statesman noted for his Holiness and heroism. Tagore lived and died for his art which he had taken as his spiritual Sadhana. In ancient times King Ashoka was great and glorious because of his religious toleration, Sekhizhar and Manickkar were great ministers of Tamil land who drank the honey of Religion from the cup of their States. Mohomed the poor subject refused to be the King of Arabs and lived for his religion and for his people. Jesus set an example to overcome evil by good, to return good for evil. Thus we realise that the grisly spirit of greed is the root cause of all our political, social and economical maladies and that Religion alone can play an increasing part in our national life.

All that is good comes from God. He has therefore been sending His Messengers like His Holiness from time to time with a definite mission to reveal Him to the World and spread the light of a life of Love among mankind. May His Holiness Religious Reign last long and grow and grow like the Banyan Tree giving shade and shelter to the many forlorn and wearied, waiting to be taught the Unity of Life and the Oneness of God with the World.

God is in all men, but all men are not in God.
Sri Ramakrishna.

MATTERS

Inside India

The first class crisis in the All India Congress Committee was solved by the resignation of Mr. Tandon and election of Mr. Nehru as Congress President. The difficulties of dual leadership have been eliminated. The annual session of the Congress is to be held in Delhi on October 18 and 19. The personal of the New Congress Working Committee has also been announced.

Mr. Loy Hendersen U. S. Ambassador to India goes to Teheran to relieve Dr. Grady. His efforts to secure food to India will be remembered with gratitude. Mr. Bowles is the new U.S. Ambassador to India. His assignment to New Delhi may be taken as an indication of Mr. Truman's sympathy with Indian and Asian aspirations.

The Industries (Development and Control) Bill moved in Indian Parliament by Mr. Harekrushma Mahtab for recommitment would be certainly less restrictive of private enterprise. But it is doubtful how far it may play its useful role in promoting new industries.

Parliament gave general approval of the Indian Companies (amendment) Bill as reported by the Select Committee. The Bill aims at checking some of the evils relating to trafficking in managing agency rights and cornering shares.

Coming near home, fresh impetus was given to formation of Andhra State from Swami Sitharam whose correspondence with Indian leaders had made known the ways and means to achieve the same.

The amendment proposals of the Madras Council Act for putting in an official chairman were met with strong protests from doctors.

The first anniversary of the Coimbatore Electrical Merchant's Association was celebrated at Gopal Bagh, Coimbatore. Mr. C. D. Naidu presided and Mr. S. N. K. Sundaram (Pandyan Bank Ltd., Mathurai) addressed.

Tamil Nad has celebrated Poet Bharathi day in a fitting manner.

The Madras Government have floated a loan for 3 crores of rupees to be utilised only for capital expenditure on (1) Electricity schemes and (2) Irrigation Works.

The loan will be repaid at the end of 11 years and will bear interest at the rate of 3.5 per cent per annum payable half-yearly.

Inside Europe

Britain received the ultimatum from Persia after the oil negotiations between the 2 countries were broken off. Britain decided to stop sterling payments to and from Persia. This would explode Persia's scopes of selling oil for sterling to East European countries.

The British, French and American Foreign Ministers discussed a settlement (at Washington) for West Germany. Similar to that of Japan in the Far East, the time has come to free the West Germans from political control.

The 3 nations conciliation Commission for Palestine, with Mr. Ely Palmer, met at Paris to bring a peaceful settlement of Middle Eastern Problems. The Commission met separately the delegates of the four Arab States—Egypt, Syria, the Lebanon and Jordan.

No single party has emerged with an absolute majority in Greece, showing continuing stability. About thirteen cabinets have been formed since King Paul ascended the throne at Athens in 1947. It remains to be seen how far the two leading parties—the National Progressive Union under General Nicholas Plastiras and the Liberal Party under M. Sophocles Venizelos—would co-operate to form a coalition Government.

Inside America

48 Nations and Japan signed the Japanese Peace Treaty in San Francisco. Russia, Poland and Czechoslovakia boy-

cotted the signing ceremony. The absence of India and Burma was regretted. The treaty was fair and generous and Japan is now a sovereign and independent State among Asian nations. India too has ended the state of war by a formal declaration while Burma is prepared to sign a treaty though she maintains her claim to reparations.

Mr. George Marshall resigned as U.S. Secretary of Defence after a distinguished and patriotic service to his country. He was succeeded by Mr. Robert A. Lovett.

The world is short of dollar and the meeting of the World Bank and the I.M.F. in Washington brought to light the differences between the U.S.A., and other countries which are embarrassed by high prices and lack of capital. India is in need of gold as well as sterling.

The 3 power pact signed at San Francisco by America, Australia and New Zealand cemented their war time alliance to defend the South West Pacific. It has been dubbed as AN-US PACT."

Inside Asia And Africa

The United Nations resolution instructing Egypt to lift the Suez Canal blockade immediately was resented to by the latter.

The truce negotiations at Kaesong was ruptured by Gen. Ridgway's refusal to start reinvestigation of certain incidents. Air war in North Korea had been stepped up and bombs had begun to drop off.

Dr. Malan, President of South African Union, has come out recently with the

declaration that the future of the Protectorates would be made an issue at the next South African elections. Chiefs and people in all the Protectorates are united in the belief that they would be better off under the British than they ever could be under the S. African Union. It would be sad blow to Britain's prestige if, instead of helping the people of the Protectorates towards self-government she hands her African subjects over to the new-fascist Union of South Africa under Malan's pressure.

SPORTS

The organisers of the Parry's open Table Tennis Tournament in Madras deserve a word of praise for affording opportunity to see the brilliant performance of K. Jayant, India's No. 1. who won in the Men's Finals and Mixed Doubles.

T. Thiruvengadam, India's No. 2, defeated K. Jayant in the Men's Singles final of the Cricket Club of India Open Table Tennis Championship at Bombay by 10-12, 21-18, 21-17, 21-17.

The Poona Camp for Test trainees in Cricket was conducted recently.

The Japanese Hockey Team will tour India next month and will play 12 to 15 matches in places like Calcutta, Patna, Nagpur, Madras, etc.

Gianni Gredini a 20-year-old Italian mechanic won the 172-Kilometre World Amateur Road Cycling Race at Varese, (Italy). Furdy Kubler, the experienced Swiss Rider, won the World Professional Road cycling Race.

In a few lines

M
E
N

Acharya Vinoba Bhava has undertaken a tour of North India on foot in order to spread the message of Sarvodaya.

Mr. Clement Price Thomas, Chest Surgeon, performed the operation for lung resection on King George VI.

Dr. B. R. Ambedkar, Law Minister of Government of India, has resigned.

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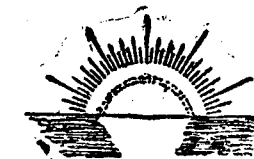
The T. C. Ministry crisis has been solved.

The Golden Jubilee of the Kodalkanal Observatory was celebrated.

The Official List of fixtures of M.C.C. Tour of India has been announced.

The consideration of the Hindu Code Bill in Parliament has been adjourned.

A move to resume TRUCE TALKS in Korea is going on.



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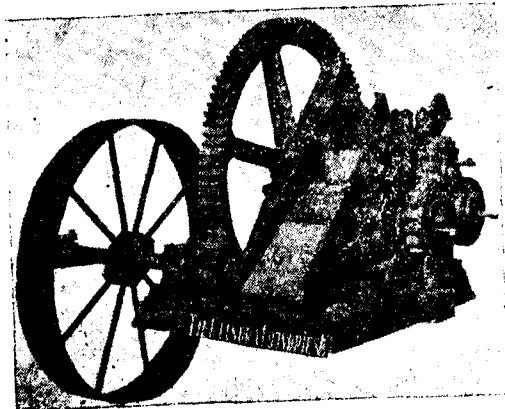
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EQUIPMENT, HOT MIX EQUIPMENT.
- STAINLESS STEEL, AGA Cookers and other
household appliances, etc., etc.

Ask Jacks about it.

Phone: 3226 & 55129.

Grams: LIMPET.

WILLIAM JACKS & CO., Ltd.

NATIONAL BANK OF INDIA BUILDINGS,

FIRST LINE BEACH. MADRAS.

Chitrakala—JG-1

Power's Publicities

SUCCESS
IN
SERVICE

We have passed the days of accidental success in business. Now a days success lies on Advertisement—and on nothing else.

Days of Crude Advertising are gone. A new era in this Art has dawned. Like Literature, Advertisement reflects the character and characteristic of a concern, nay even of a nation.

Advertising in the Daily is effective but ephemeral: like the butterfly it lasts only for the day and then lights a fire or feeds a goat. The Advertisement in a Monthly like the Power will keep fresh by tens of thousands of people who thumb over every day for the whole month or the year.

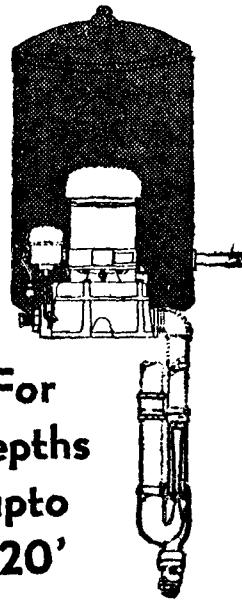
There is a Way—to lay out your Advertisement and Publicity, to select the media, to plan the campaign and at last to check up and record results. Therefore play your part through Powers' Publicities whose watchwords are:

Success in Service

And Service in Success.



FAIRBANKS MORSE DEEP WELL EJECTOR PUMPS



For
depths
upto
120'

AVAILABLE FROM
READY STOCKS



(MADRAS) LTD.,

"DINROZE ESTATE"

2/17-G, MOUNT ROAD,
MADRAS-2.

PHONE :-86429. GRAMS :-"AGRICOLA"

POWER'S PUZZLE

Questions are asked but they are not answered. But answer the following, yes or no, and figure your own efficiency.

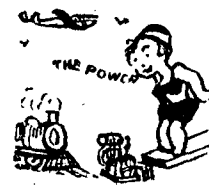
What's Your Answer?

The Judgment of the business manager is the cause of profits or losses. Is this true?

The immortal six questions of Kipling, who, when, how, where, what and why are answered by Advertisement. Is this true?

If we buy foreign goods, you get the goods of course, but you lose our money: while if we buy our own country's goods, we have the goods and the money. Is this true?

Answer



Here & There

(Those who read the Power may be able to find here a fun and there a frolic, here a pinch and there a punch, here a soup and there a saucer.)

Solve It

The first bus was a mack and the first mack was a bus!

A Record

12,000 lbs. of paddy per acre, with expenses of Rs. 538-4-0 and with net income of Rs. 1,061-12-0 was the achievement of Mr. K. Vellaya Gounder, a ryot in Salem District (S. India).

Unfortunate

The unfortunate thing about this world is that good habits are so much easier to get out of than bad ones.

Woman

A woman that is like a German clock,
Still a repairing, ever out of frame,
And never going right, being a watch,
But being watch'd that it may still go right
—Ibid.

Judgment

Judge a man by his questions rather than his answers.

Idiotic Word

The idiotic word HULLO on the telephone is vague and selfish. The substitution of a brusque "Jones" for example is not a remedy. The ideal solution is offered as "Jones, good morning"; then proceed.

Abraham Lincoln

The outline of the life of Abraham Lincoln is—

Failed in business	Defeated for Elector
Defeated for legislature	Defeated for Congress
Again failed in business	Elected to Congress
Elected for legislature	Defeated for Congress
Sweetheart died	Defeated for Senate
Had Nervous breakdown	Defeated for Vice-President
Defeated for speaker	Defeated for Senate
	Elected President.

Time, Gentlemen, Please

The Progressive milestone in the history of time keeping is the clock that must show the right time. It is the one linked to a frequency-controlled system.

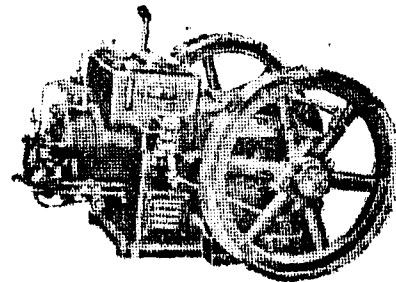
THOUGHT FOR THE MONTH

To be true, to be simple, to be pure and gentle of heart, to remain cheerful and contented in sorrow and danger, to love life and not to fear death, to serve the Spirit and not to be haunted by the spirits of the dead, nothing better has ever been taught or lived since the world first began.

PEACE. PEACE. PEACE.



- * RELIABILITY
- * EASY STARTING
- * LOW OPERATING COST
- * DURABILITY
- * ACCESSIBILITY
- * INTERCHANGEABILITY
- * RATIONAL COOLING

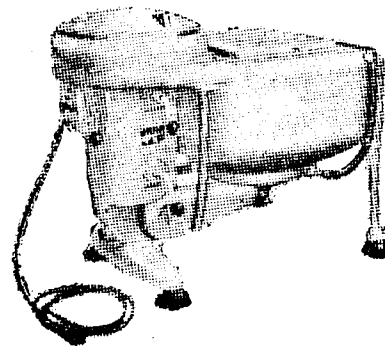


THESE 7 GREAT MERITS MAKE DAIHATSU DIESELS THE POPULAR CHOICE!

Indent Orders for Guaranteed delivery accepted.
Book your Indents SOON. Avoid Disappointment.

Boon to Housewives!

Ideal Washing Machine for Domestic Use!!



- * PROLONGS LIFE OF THE CLOTH.
- * MOST ECONOMIC AND EASY TO OPERATE.
- * MAXIMUM EFFICIENCY & MINIMUM ELECTRICITY CONSUMPTION.
- * DRASTIC REDUCTION IN PRICES.

Available from:

BATLIBOI & CO.,

ENGINEERS AND MACHINERY IMPORTERS

H. O. :—FORBES ST., FORT, BOMBAY.

BRANCHES:—MADRAS — CALCUTTA — DELHI — AHMEDABAD — COIMBATORE

Madras Markets

1. Is regular every month.
2. Publishes current prices in electricals and mechanicals.
3. Contacts suppliers and buyers.
4. Maintains free service to regular subscribers.
5. Offers assistance for business careers and trips.

While the management takes great pains in publishing accurate prices gathered from reliable business firms and stockists of repute, it is no way responsible for the inaccuracies, if any, which may be caused due to fluctuations prevailing.

We invite your enquiries on all items not listed here. The management is at your service at all times.

ELECTRICALS

I. ACCESSORIES

	Rate,	per doz.
	Rs. a. p.	
SWITCHES		
Bakelite English, S.P. 5 amps...	17 8 0	"
" Indian " " "	11 0 0	"
Porcelain base English " "	18 0 0	"
HOLDERS		
Bakelite Pendant English ... 1/8"	8 0 0	"
" " " " " 1/4"	12 0 0	"
" " " " " 5/8"	12 0 0	"
Batten Holders ... 1 1/2"	13 4 0	"
P.B. Holders English ... 1 1/2"	16 4 0	"
" " " " " 1 1/2"	18 0 0	"
" " " " " 1 1/2"	16 8 0	"
Batten Adopter (Bak) ... 1 1/2"	7 8 0	"
CEILING ROSES (2 plate Bak)		
English ... 8 0 0	"	
Indian ... 5 8 0	"	
Cutouts (English) ... 8 4 0	"	
WALL PLUGS		
Bak. 5 amps 2 pin complete (Eng.) ... 1 1/2"	14 0 0	"
" 3 pin " " " 1 1/2"	27 0 0	"
SHADES & REFLECTORS		
Enamel Iron Shades 8" ... 10 0 0	"	
" " " " 10" ... 15 0 0	"	
Water Tight Fittings Complete Indian ... 6 4 0	Each	
WIRES & CABLES		
V.I.R. C.M.A. 1/18 ... 26 8 0	per coil of 100 yds.	
" " 3/20 ... 40 8 0	"	
" " 7/22 ... 50 9 0	"	
" " 7/20 ... 66 5 0	"	
" " 7/16 ... 143 4 0	"	

C.T.S.	Single Core	1/18	...	45 12 0	"
"	"	3/20	...	64 13 0	"
"	"	7/20	...	97 12 0	"
"	Twin core	1/18	...	71 2 0	"
"	"	3/20	...	120 11 0	"
"	"	7/20	...	190 7 0	"
W. Proof	Single Core	1/18	...	40 3 0	"
"	"	3/20	...	59 12 0	"
"	"	7/20	...	94 9 0	"
"	Twin Core	1/13	...	76 13 0	"
"	"	3/20	...	113 0 0	"
"	"	7/20	...	132 11 0	"

FLEXIBLE WIRES

		14/36	23/36	
Cotton		39 0 0	40 0 0	"
Workshop Flex				"
2 core		62 3 0	74 1 0	"
3 core		92 0 0	108 14 0	"

P.V.C. WIRES EQUAL TO V.I.R. (from I.A.E.C.)

250 v. Single Core P.V.C. insulated wires			
1/044	Cat No. 2120	18 0 0	
3/049	2121	24 0 0	
1/064	2122	27 0 0	
3/036	2123	30 2 0	

EQUAL TO C.T.S.

1/044	2120 S	34 11 0	
3/029	2121 S	43 3 0	
1/064	2122 S	48 0 0	
3/036	2123 S	53 5 0	

TWIN FLAT

1/044	2220 S	55 8 0	
3/036	2223 S	101 8 0	

250 V. Flex wires single core P.V.C. insulated

14/0076	2141	15 1 0	
	2141 B	12 1 0	
23/0076	2142	20 2 0	
	2142 B	15 14 0	

Other items on enquiry.

LAMPS (B. C. Clear 230/250 volts.)

		Rs.	per doz.	
5 Watts	...	16 8 0	"	
10 " "	...	15 12 0	"	
15 " "	...	14 4 0	"	
25 " "	...	14 4 0	"	
40 " "	...	14 4 0	"	
40 " gas filled	...	16 8 0	"	
60 " "	...	18 0 0	"	
100 " "	...	24 0 0	"	
150 " each	...	3 7 0	"	
200 " "	...	5 7 0	"	

II. METERS

HOUSE SERVICE

A.C. Single Phase 230/250 volts, 50 cycles			
2 1/2 amps.	5 amps.	10 amps.	Each
Ganz 40 0 0	40 0 0	40 0 0	"
C.G.S. 38 8 0	38 8 0	38 8 0	"
Ferranti 43 8 0	43 8 0	43 8 0	"

GANZ, 3 PHASE, 3 WIRE METERS, A.C.

	Rs.	Each
10 amps	105	"
20 " "	120	"
30 " "	130	"
50 " "	155	"

GANZ, 3 PHASE, 4 WIRE METERS, A.C.

	Rs.	Each
10 amps	145	"
20 "	168	"
30 "	182	"
50 "	217	"
100 "	272	"

AMMETERS & VOLTMETERS (English)

Ammeters 4" dial 0-10 amps	52	8	0	"
0-20 "	52	8	0	"
0-30 "	52	8	0	"
Voltmeters 6" dial 0-60 volts	75	0	0	"
0-120 "	80	0	0	"
0-160 "	85	0	0	"
0-230 "	90	0	0	"

for use on A.C. or D.C.

III. MISCELLANEOUS

ZINC PIPES

11 m.m.	3	4	0	per length
16 m.m.	4	12	0	"
11 m.m. Elbows	1	8	0	per doz.
16 m.m. "	2	0	0	"

CONDUIT PIPES

English	54	0	0	85	0	0	100 ft.
Indian	49	0	0	80	0	0	"

BRACKETS & GALLERIES

P.B. Brackets	7	8	0	8	4	0	per doz.
O.C.	8	0	0	9	0	0	"

D.C.C. WIRES

16 S.W.G.	...	4	4	3	per lb.
17 S.W.G.	...	4	9	3	"
18 S.W.G.	...	4	11	6	"
19 S.W.G.	...	4	14	6	"

INSULATING MATERIALS

Henley Black insulating	...	6	4	0	per 100yds
" tap 1/2"	...	9	5	0	"
Gallenders 1/2"	...	1	9	0	25 yds roll

TRANSFORMERS

English Victor V & E, 6'8 volt	4	8	0	each
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LINK CLIPS

Camel brand tinned joint clips 1 1/2" and 1 3/4", 1 3/4" & 2"	0	5	6	per box
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HARD DRAWN BARE COPPER WIRE

No. 4 S.W.G.	2	1	0	per lb.
" 6 "	2	1	0	"
" 8 "	2	1	0	"

FLOURESCENT FITTINGS

Sylvania 4', 40 W. lamp day light	17	12	0	each
Philips Holland 4', 40 W.	18	4	0	"
Sylvania 2', 20 W. day light	13	8	0	"
Philips Holland 2', 20 W.	13	0	0	"
Ubahaya 40 W. Choke (India)	5	14	0	"

HEATING & COOKING APPLIANCES

230 V. Water Heater (Eng.) 700 W	12	0	0
Auto Control Iron A.C./D.C....	27	0	0
Stove (Eng.) 1000 W.	25	0	0
Soldering Iron (Eng.) 65 W....	14	8	0
" 125 W....	25	0	0

IV. OTHER ITEMS

MERCURY VAPOUR LAMPS Complete with Choke and Condenser.

	Rs.
80 Watts	150 0 0
125 Watts	175 0 0
250 Watts	225 0 0

CONVERTERS

Rotary converters, compound wound fitting with heavy duty ball bearings, constant speed, Drip proof, 0.8, P.F. complete with starter (Eng.)

Size in K.V.A. D/C in put/A.C. out put 50 cycles. single phase.

	Rs. a. p.
1 220/110 volts	950 0 0
2 220/110 "	1,350 0 0
3 220/110 "	1,650 0 0
4 110/110 "	1,650 0 0

GENERATORS

D.C. 110 volts.

3 KW 1400 R.P.M. Generator Rs. 1,350 Regulator Rs. 96

5 KW 1400 R.P.M. " Rs. 1,450 " Rs. 110

A.C. Columbia 0.8 P.F. 3/50/440, star connected

4 wires (220/230 volts) between a phase and neutral wire, suitable for belt drive and direct coupling complete with exciter etc.

K.V.A.	K.W.	R.P.M.	Price.
31.5	25	1000	Rs. 5,750
50	40	"	6,750
62.5	50	"	7,250
75	60	"	8,250

Onam A.C. Generating set

Model W3M, 115 volts 50/60 cycles, (dial speed), Generating set, with 2 cylinder engine etc. Rs. 1,750

ELECTRIC BLOWER

Wolf type NWB portable blower suitable for operation on single phase, A.C. 50 cycles and D.C. 230/250 volts complete with starting switch, 15 feet 3 core T.R.S. Cable, moulded hard rubber, nozzle 11" long, capacity 60 cubic feet per minute... Rs. 350

Also Wolf Electric Drills of various types and spares available from ready stock.

Other makes on application.

(M/s. Rallis India Ltd.)

ELECTRIC COFFEE GRINDERS & ROASTERS

Mocca (Swiss) No. 2 with 1/3 H.P. Motor A.C. 230/250 volts, single phase, 50 cycles complete with container of 2 lb interruptor with electric cable 1 1/2 meter at output of 50 lb. per hour Rs. 850

Bharath (Indian) Coffee grinder No. 1 size capacities 30 to 40 lb. per hour suitable for 1 H.P. Rs. 250

FANS

Table Fans (fixed) A.C.	Size	Rs.
I.E.W.	16"	120
Phoenix	14"	97
"	16"	102
"	16"	125

Ceiling Fans A.C.

Complete with regulator, rod etc.

	Size	Rs.
Crompton	60"	Indus 200
"	50"	Kistna 182/8
"	48"	Sutlej 170

Lucky	30"	180
"	56"	168
"	48"	160
"	36"	130
Kassels and Anand and Azad on enquiry		
Phoenix	60"	194
"	56"	179
"	48"	166
"	36"	136

Blade size	R.P.M.	Air Displacement	Consumption	Price.
7 1/2"	1200	250	25 watts	95
12"	1350	1250	80 "	210
15"	1200	1500	110 "	210
24"	700	5300	270 "	475

D.C. exhaust fans on application.

V. MOTORS & SWITCHES ETC.

ELECTRIC MOTORS

Make—Crompton Single phase, 230/250 volts, 50 cycles

H.P.	R.P.M.	Rs.
5	1430	190
3		225
1	1420	267/8

3 phase, 400/440 volts, 50 cycles

H.P.	R.P.M.	Rs.
3	1430	365
5	1430	487/8
7 1/2	1430	600
10	1440	665
10	940	840
15	1440	825

Make—L.S.F. 3 phase, 400/440 volts, 50 cycles,

H.P.	R.P.M.	Rs.
3	2880	327
7 1/2 (Emcol.)	960	800

Pulley and Rails extra.

SWITCHES & STARTERS

Simplex I.C.D.P. 15 amps 250 volts	Rs. 6/8
M.E.M. D.P. 15 " 250 " 122 K.A.	" 12
M.E.M. T.P. 15 " 500 " 315 K.A.	" 23
M.E.M. T.P. 30 " 500 " 330 K.A.	" 33
M.E.M. T.P. 60 " 500 " 360 K.A.	" 60
M.E.M. 10 S.D. starter	" 75
M.E.M. 5 S.D. "	" 55
M.E.M. 44 A.D.S. "	" 37/8
M.E.M. 24 A.D.S. "	" 36
M.E.M. 84 A.D.S. "	" 40

M.E.I. Direct on Line Starter up to 5 H.P. " 68

M.E.I. Air Break Star Delta Starter up to 12.5 H.P. " 136

M.E.I. Air Break Star Delta Starter up to 13 to 20 H.P. " 153

(M/s. I.A.E.C.)

TIME SWITCH

Venner type MDISL time switch self-starting synchronous motor driven, single pole, A.C. 230/250 volts, 50 cycles, 15 amps capacity with arrangements to switch on and off automatically at predetermined timings - Rs. 125, Other types on application.

VI. PUMPS & PUMPSETS

SRI RAM PUMP for direct coupling.

Size	A impeller	B impeller
2" x 2"	Rs. 220	Rs. 230
2 1/2" x 2 1/2"	" 235	" 250

3" x 2 1/2"	" 244	" 250
3" x 3"	" 250	" 259
4" x 3"		Rs. 339
4" x 4"		" 344

—for belt drive with fast and loose pulleys

2" x 2"	Rs. 230
3" x 2 1/2"	250
2 1/2" x 2 1/2"	255
3" x 3"	290
4" x 3"	295
4" x 4"	365
5" x 4"	370

SHIVAJI SELF PRIMING PUMPS

2 1/2" x 2 1/2" 280

3" x 3" 280

3" x 3" (heavy duty) 297

(used for direct couple or V belt drive)

SIGMA PUMPS

Type NL 4. 2 1/2" x 2 1/2" 450

Type N 62a. 3" x 3" 450

Sigma type N62a. R3" x 3" pump with

flexible couplings and a 4 H. P. BTH.

400 volts, 3 phase, 50 cycles, 2800 R.P.M.

Motor complete with suitable starter

without Bed Plate ... Rs. 800

PUMPS (Chandra Foundries)

C.F.M. 3" x 2 1/2" ... Rs. 210

(direct)

Chandra 3" x 3" ... " 275

(belt drive)

Sugar Cane Crushers

ZAMINDAR ... Rs. 1,250

KISAN ... " 750

(M/s. Chandra Foundries.)

AUTOMATIC DEEP WELL PUMPSETS

Myers Self-oiling automatic water system

340 gallon per hour at a height of 100 ft.

with 1/2 H.P.A.C. motor with 42 gallons

pressure tank, automatic switch ... Rs. 1,175

'Goulds' Best American make C.I.D. C. 3542

pump set comprising 42 gallon pressure

tank with fittings, floating switch pressure

gauge worked by means of V belt with

1/2 H.P. A.C. single phase, 230 volts, 50

cycles motor for automatic ... Rs. 850

MECHANICALS

VII. DIESEL OIL ENGINES

Engine	Cylinder	H.P.	R.P.M.	Price
1 V.T.H.	1	5-7 1/2	1000-1500	Rs. 2,300
2 V.T.H.	2	10-15	"	3,300

PETTER (vertical)

A.V. 1	1	5	1500	1,500
A.V. 2	2	10	"	2,250

NATIONAL (horizontal)

A.H. 1	1	5	1500	1,650
J.B.	1	10	500	4,650
K.B.	1	12	500	5,250

H.M.G. (vertical)

18 16	1	10-12	800-1000	3,250
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LISTER (vertical)

3-1	1	3 1/2	650	
5-1	1	6	650	
10-2	2	12	650	

YANMAR (horizontal)				
S-4	1	4	750	1,200
S-6	1	6	700	1,650
H-10	1	10	600	2,800
ROBEY (horizontal)				
H.S. 0'16	1	23-25½	345	7,600
H.S. 0'16 A	1	26-29	340	9,550
H.S. 0'16½	1	30	330	10,150
LORENZ (horizontal)				
E.B.N.	1	7	1300	2,100
SKODA (vertical)				
I.S. 110	1	10-15	1500	3,100
COOPER OIL ENGINES				
Cooper, (horizontal)		H.P.	R.P.M.	Price
1. R.C.A.		5/6	700	2,150
2. R.C.B.		8/9	550	3,463
3. R.C.C.		10/11	500	3,895
4. R.C.D.		13/14	450	4,390
5. R.C.E.		16/18	400	4,975
6. R.C.F.		18/20	375	5,185
7. R.C.G.		25/27	360	8,400
8. R.C.H.		28/31	340	9,465
SHANKS (vertical)				
	Cylr.	H.P.	R.P.M.	Rs.
	1	8	1200	2,600
B-F Sanders (21)	1	6-8	1000-1200	2,560
(all cold start engines).				

DIHATSU DIESEL OIL ENGINE

Horizontal Double Flywheel

O.K.9	5/6	H.P.	1000/1200 R.P.M.	Rs. 1,800
O.H.5	9	H.P.	700 R.P.M.	" 2,800
O.H.9	15	H.P.	600 R.P.M.	" 4,600
(M/s. Batliboi & Co.)				

VIII. HARDWARE

GALVANISED PIPE FITTINGS (local)

	2"	2½"	3"	4"
Bend	4 8	9 0	15 0	17 8
Elbow	3 8	6 4	7 8	15 0
Coupling	2 0	2 4	2 8	4 4
Tee	3 12	6 0	8 0	16 0
Flange	3 0	3 12	4 8	6 8

BELTING		Indian	English	per ft.
2"		1 4	2 12	
3"		1 12	3 8	
4"		2 4	5 0	
5"		3 0		
6"		3 8		

HOSES		Ply	Price
Suction		3	3 12
2"		3	4 8
2½"		3	4 12
3"			
Delivery (Armoured)			
2"		3	2 12
3"		3	3 8

FILTER POINTS		Indian	American
Size			
1½"		20 0	45 0
1½"		32 0	52 0

PULLEYS		2"	37 8	85 0
Dia (inch)	4"	5"	Phase	6 7"
8	1"	1½"	bore at as	12 per inch
10		2"	" "	14 "
12				

FOOTVALVES

Size	Price
2"	15
2½"	18
3"	20
4"	28

FLOUR MILLS

Size	R.P.M.	H.P.	Output	Price
		(required)		Rs.
Make Indian	10"	600	3-4	200 lbs. 275
"	12"	550	4-5	300 lbs. 350
"	14"	550	5-6	400 lbs. 350

RICE HULLERS

Size	R.P.M.	H.P.	Output	Price
		(required)		Rs.
Make Indian	No. 1	750	20-22	50 bags 450
"	No. 7	850	12-15	30 bags 400

DISINTEGRATOR

Size No.	R.P.M.	H. P. (required)	Price Rs.
0	5000	4-8	850
1½	3300	8-16	1,600
2½	2500	12-25	2,750
Other items on enquiry			

★ ★ ★ WHERE TO BUY? ★ ★ ★

ELECTRICAL ACCESSORIES Etc.

Messrs. M. T. Rajen & Co.,
195, N. S. C. Bose Road, Madras 1.

Fomra Brothers,
392, Mint Street, Madras 3.

Modi & Modi
11, Lingha Chetty Street, Madras 1.

Viswanathan & Co.,
103-A, Godown Street, Madras 1.

Seeyansee & Co.,
55, Anderson Street, Madras 1.

The Electrical & General Supply Co.,
170, Broadway, Madras 1.

T. G. Pathy & Co.,
230, Govindappa Naick St., Madras 1.

ELECTRICAL INSTALLATIONS UNDERTAKEN :-

The Crompton Engineering Co., (Madras) Ltd.,
Second Line Beach, Madras 1.

Sethuram Thyagarajan & Co.,
Angappa Naicken Street, Madras 1.

Viswanathan & Co.,
103-A, Godown Street, Madras 1.

CONSULTANT ENGINEERS.

I. S. Rao, Bsc (Eng) A. M. I. E.,
25-A, Thambu Chetty Street, Madras 1.

KASSELLS, ANAND & LUCKY FANS,

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Nellikuppam Industries Ltd.,
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SHIVAJI PUMPS

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JAYEMS PUMPS

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Tractor Department,
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